

From: [Alzheimer's Association <info@alz.org>](mailto:info@alz.org)
To: Kester, Tonykester@aging.sc.gov
Date: 4/30/2015 2:00:38 AM
Subject: Incredible \$1 Million Matching Challenge!

Make twice the impact in the fight against Alzheimer's disease

Having trouble reading this email?
[View it in your browser.](#)

Dear Tony,

I'm writing to tell you about an extraordinary opportunity to [make your gift go twice as far](#) in the fight against Alzheimer's disease.

An anonymous donor from California has agreed to give \$1 million to the Alzheimer's Association if we can raise that same amount by June 15, 2015. Her generous gift will enhance local care and support services as well as Alzheimer's Association international research efforts.

Our Spring Matching Gift Challenge represents a vital opportunity to make one gift and have twice the impact. This means [your tax-deductible donation](#) of \$50 can become \$100, or a gift of \$100 can become \$200.

Any amount you give helps to advance research and ensure care and support for people with Alzheimer's disease and their caregivers. Today, more than 5 million Americans are living with Alzheimer's, and that number may reach 16 million by 2050 if we don't make significant progress.

**Your gift can have
twice the impact!**

**\$50 → \$100
\$100 → \$200
\$150 → \$300**

DONATE NOW →

Only by joining together can we continue to improve the lives of those living with Alzheimer's today while developing new breakthroughs that could [change the trajectory of this devastating disease](#).

Please take advantage of this limited chance to join our benefactor and [make an urgently needed gift](#) that can help us move closer to our vision of a world without Alzheimer's disease. Thank you!

Sincerely,

Donna McCullough
Vice President

P.S. Don't miss out on the chance to make twice the impact — [make your gift before June 15!](#)

The [Alzheimer's Association](#) is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's disease®.

Alzheimer's Association National Office, 225 N. Michigan Ave., Fl. 17, Chicago, IL 60601
© 2015 Alzheimer's Association. All rights reserved.
800.272.3900 | [alz.org](#)® | [Donate](#)
[View your email preferences or unsubscribe.](#)